

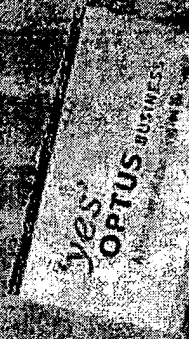
# Providing effective competition in rural and regional Australia

**Ted Younger**

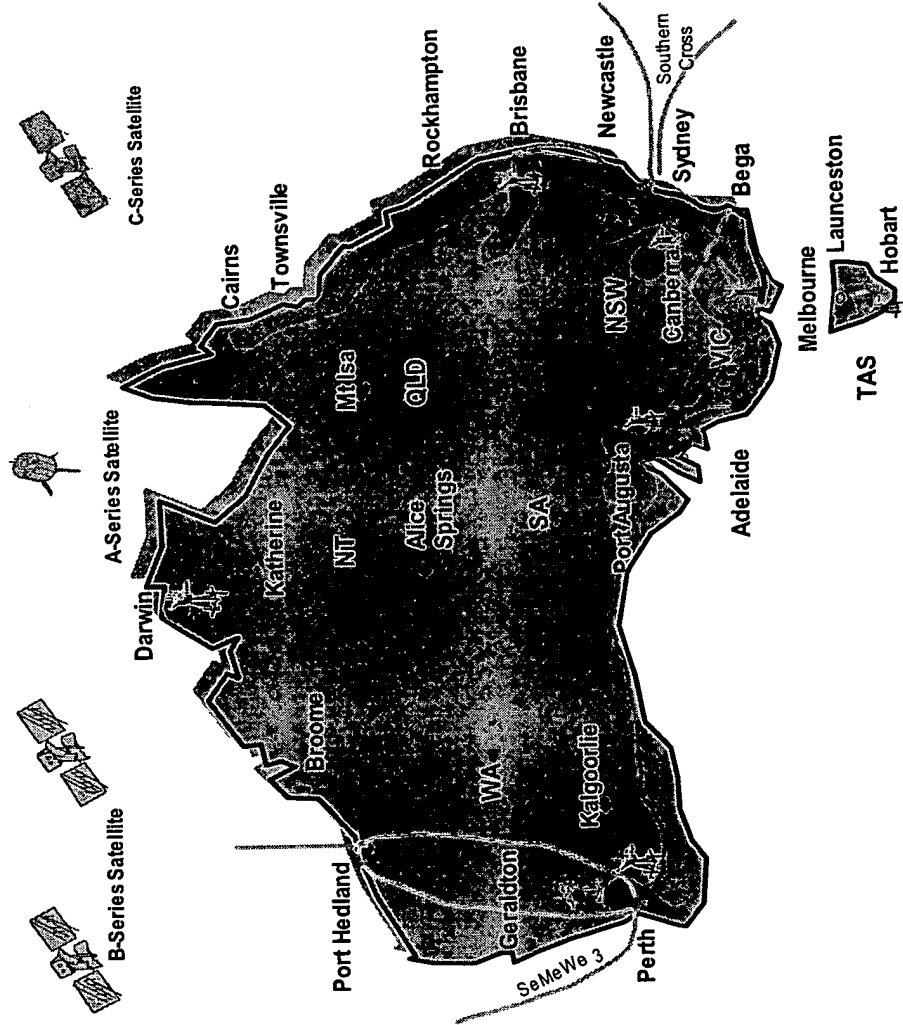
Regional Funding Acquisition Manager

Jun 04

Let's talk about *innovation* for your business.

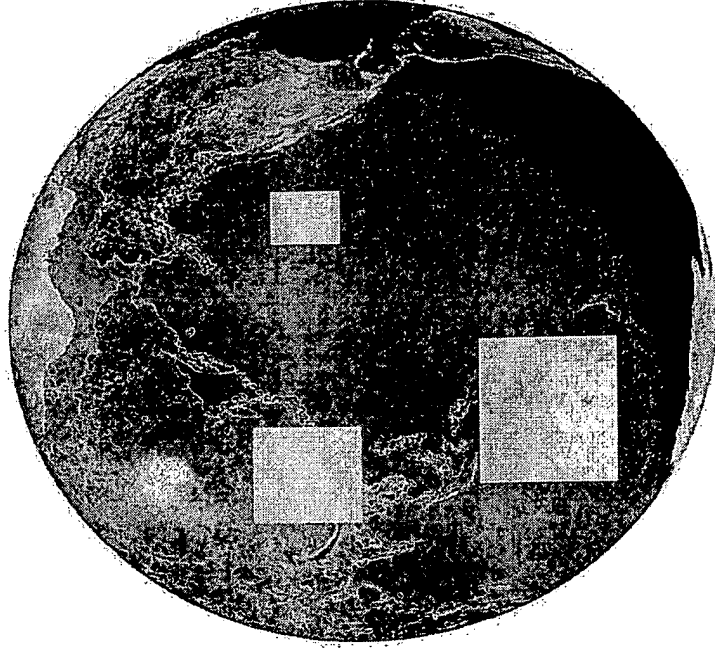


# Delivering services in regional and rural Australia



Switching Systems/ Local Fibre Ring in CBD	Mobile Digital (GSM) coverage	National Earth Stations	International Earth Stations	International Fibre Optic Cable	Fibre Optic	SDH Digital Microwave Link

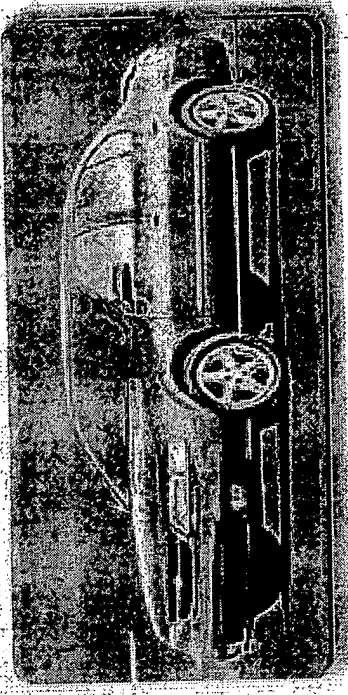
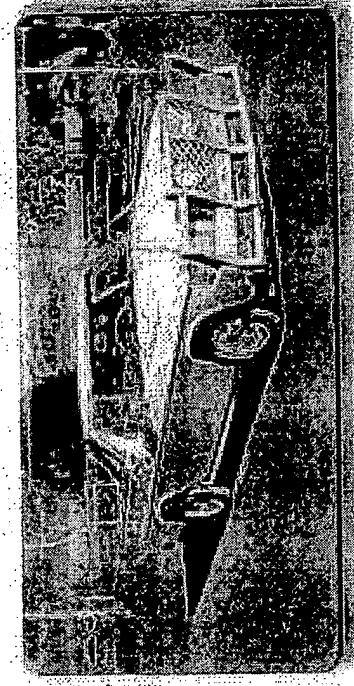
## *Optus Satellites: Our Distinctive Contribution*



- Four satellites
- FTA and subscription-TV
- Advanced broadband applications
- Announced D1 & D2 satellites to be built and launched over the next few years

*Broadband - is it really that hard to understand?*

- A four lane highway past your house
- Enabling choice
- Bringing a level of equality to all Australians, wherever they live

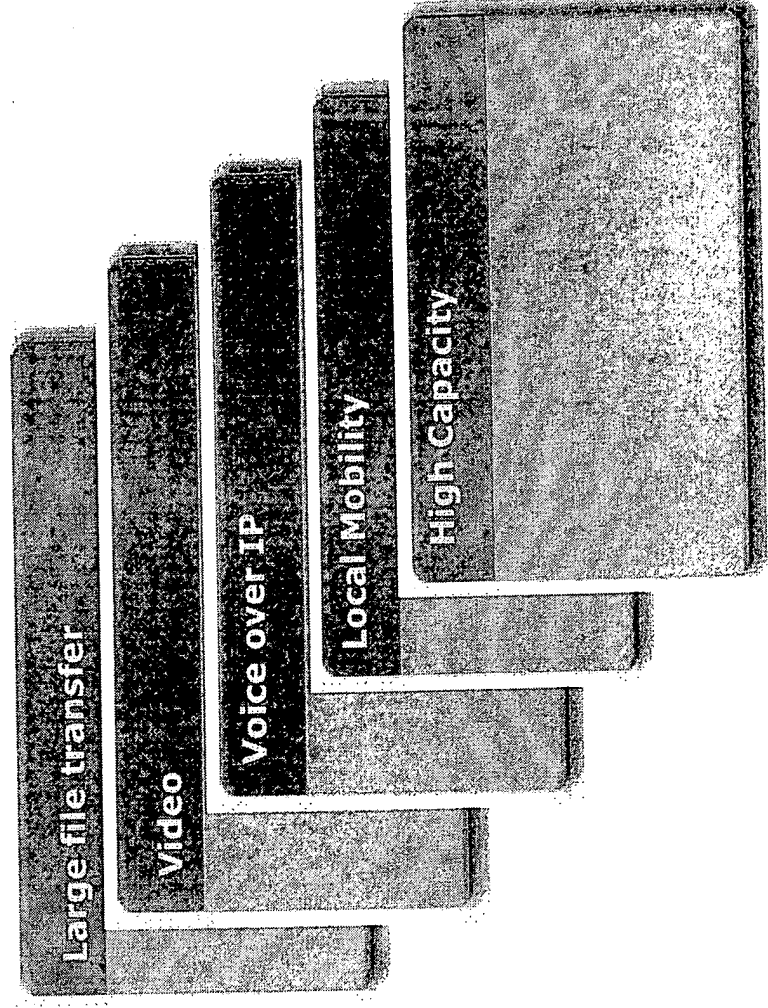


# *Broadband is the current buzzword*

## *What's it all mean?*

Broadband is just a four lane communications highway to your home or office – it's what you drive and how you drive it that makes the difference.

### Functionality





# *Broadband supports most business outcomes*

## **Business Outcomes**

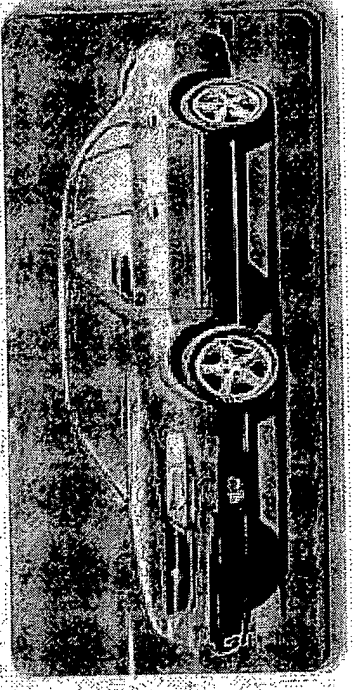
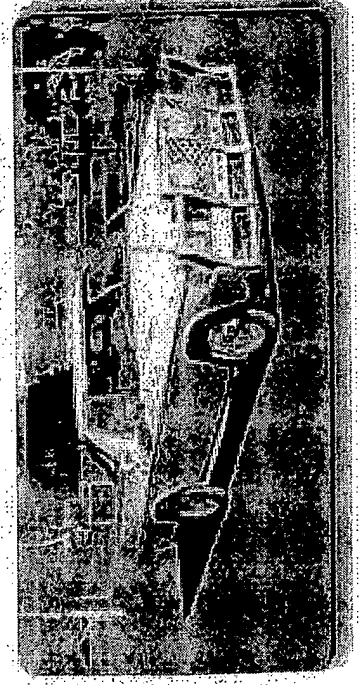
- Medical
- Education
- Law enforcement
- Emergency service
- Defence
- Security
- Major projects (Gas Pipelines etc)
- Community shared resources

## **Uses**

- Mobility
- Work sharing
- Teaching
- Diagnosis
- Analysis
- Surveillance
- Reliable high speed connection to the world

## *The choice of Optus broadband is broadening*

- DSL:
  - Optus Business Broadband
  - Optus (extended access business)
  - Optus aDSL - retail
- Satellite
  - Larger services for larger organisations or communities
  - Two-way always on
  - One-way with dial-up return path

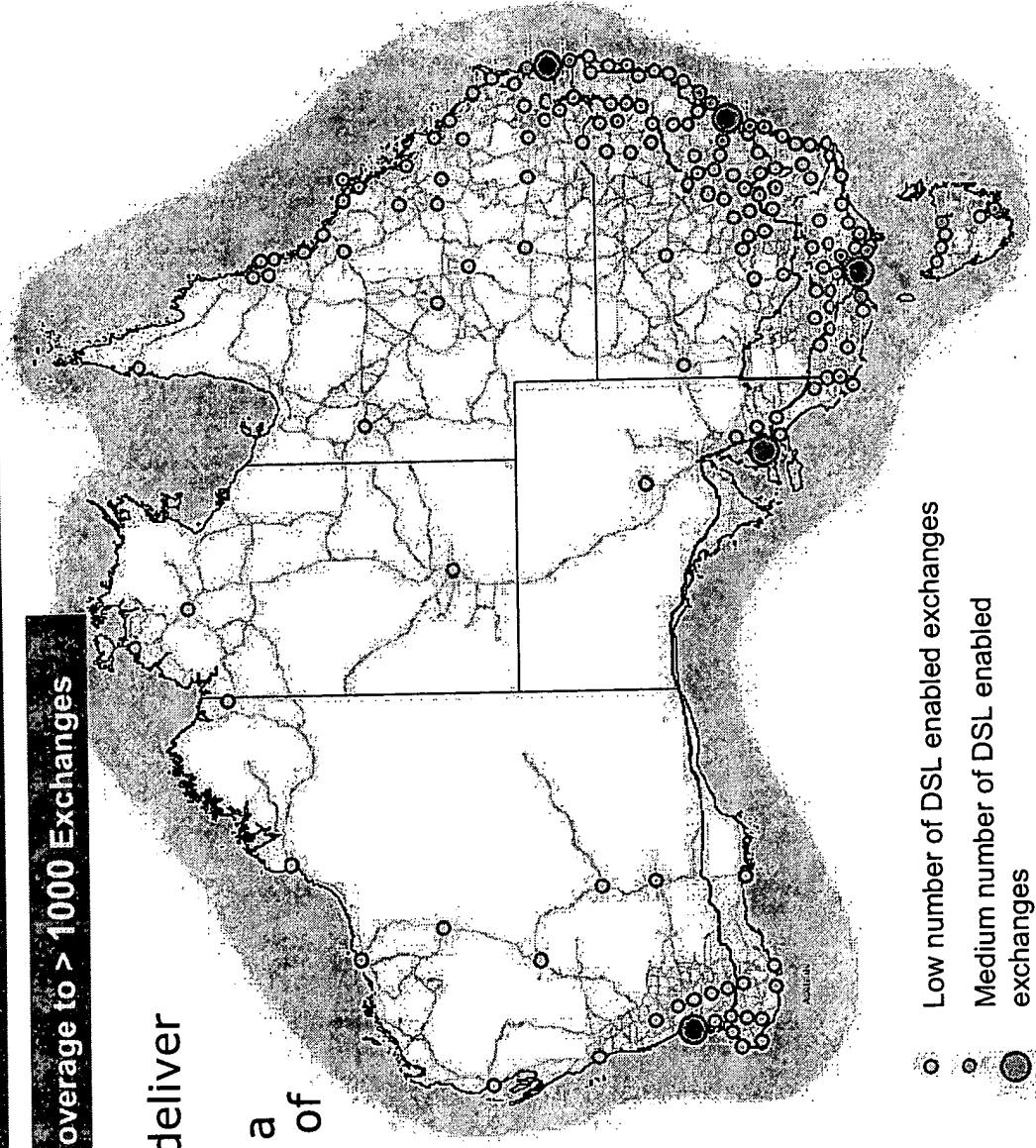


Not Avoons

# Optus DSL services

Broadband Coverage to > 1000 Exchanges

- ☒ Optus can deliver broadband services to a wide range of business locations across Australia



- Low number of DSL enabled exchanges
- Medium number of DSL enabled exchanges
- High number of DSL enabled exchanges



# Broadband over Optus Satellite

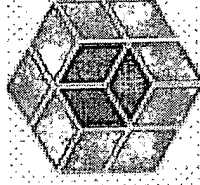
- SatData is a high bandwidth service available anywhere in Australia from Optus. High bandwidth services to regional and remote towns and communities
  - Capability to reticulate services in town via wireless local loop or similar
  - Supports government initiatives for enhanced, differentiated services
- SatWeb is a range of IP-based satellite communications services.
  - SatWeb two-way broadband services
    - for home; or
    - business
- Optus is working on a range of services for retail and small business customers, using the HiBIS funds.

**Optus  
Satellite  
Broadband**

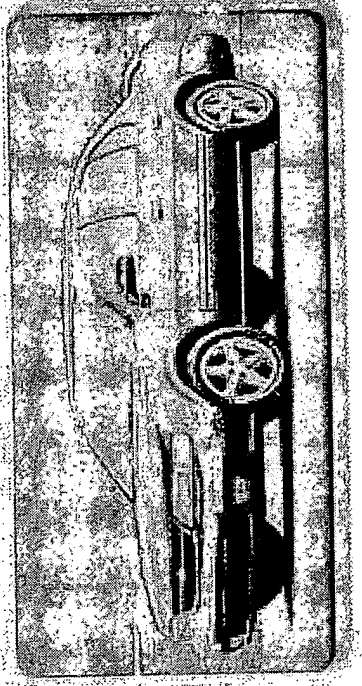
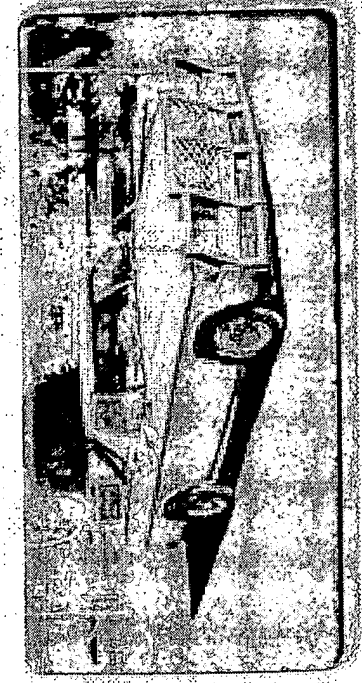
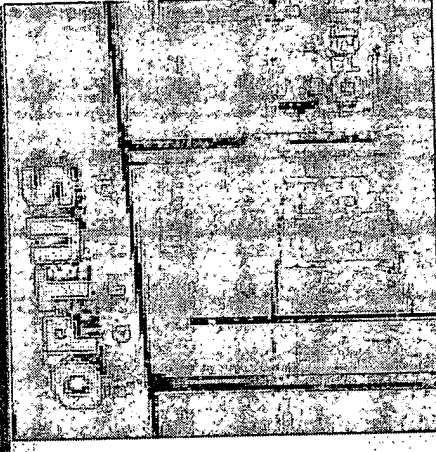


## *Our Business Model*

- Optus Worlds
- Business partners
- Working together



Leighton Holdings Limited

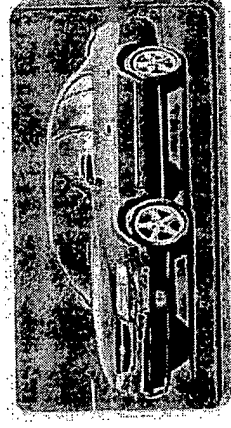


## *Optus and Broadband offer regional Australia Choice and Competition*

- The broadband highway will enable choice in:
  - Carrier
  - Services
  - Technology
  - Service Performance
- Optus sees the Federal Government's funding initiatives as an excellent vehicle to expand its capability to deliver modern services into regional Australia
- Optus is delighted to be in Stawell, assisting ATUG to spread the broadband story and seeking like minded people to partner with us in our broadband journey



**Choice + Competition  
=  
Ongoing Service and  
Performance**



# Optus means business in the bush

Let's talk about *innovation* for your business.

